

Message Text

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ACTION COME-00

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INFO AMCONSUL BOMBAY
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UNCLAS NEW DELHI 1761

PASS COMMERCE

E.O. 11652: N/A
TAGS: BEXP IN
SUBJECT: FY 1976 COUNTRY COMMERCIAL PROGRAM (CCP)--
CAMPAIGN SHEETS

REF: NEW DELHI 1129

1. THE FOLLOWING ARE CAMPAIGN LISTS PREPARED IN THE
NEW FORMAT FOR SPECIFIC PRODUCT CATEGORIES WHICH THE
EMBASSY PLANS TO PROMOTE IN FY 1976.

CAMPAIGN WORKSHEET NO. 1. MINING/MINE PLANT PROCESSING,
EARTHMOVING AND CONSTRUCTION MACHINERY.

CAMPAIGN MANAGERS. ANTHONY WALLACE AND KEITH JOHNSON.

CAMPAIGN STATEMENT. TO FOLLOW UP THE RECENT SUCCESSFUL
VISIT OF THE MINING/MINE PLANT PROCESSING/EARTHMOVING/
CONSTRUCTION MACHINERY TRADE MISSION, WE PLAN TO ACTIVELY
ASSIST THE MISSION MEMBERS IN MEETING THEIR 12-MONTH SALES
PROJECTIONS. ACTIVITIES IN SUPPORT OF THE KUDREMUKH
PROJECT (SEE OUR A-390 OCT 16, 1974) WILL HENCEFORTH BE
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INCLUDED IN THIS CAMPAIGN SINCE IT IS NOW ALMOST CERTAIN THAT

US COMPANIES WILL BE FURNISHING BOTH MINING AND ENGINEERING/CONSTRUCTION SERVICES FOR THE DOLS 650 MILLION PROJECT. THE GOI PLANS TO PLACE INCREASED EMPHASIS ON THE MINING SECTOR IN THE NEXT TWO YEARS AND WE PLAN TO DEVOTE CONSIDERABLE STAFF TIME TO EARLY WARNING AND TRADE OPPORTUNITY REPORTING.

ACTIONS

BY SEPTEMBER 30:

1. OBTAIN FROM THE GOI A SPECIFIC LIST OF EQUIPMENT NEEDS FOR THE KUDREMUKH PROJECT AND ASSIST THE US MINING/ENGINEERING CONTRACTORS IN DISSEMINATE THE INFORMATION TO US SUPPLIERS.

2. RECONTACT GOI OFFICIALS WHO MET THE TRADE MISSION TO IDENTIFY OTHER PROJECTS IN THE MINING SECTOR WHICH WILL REQUIRE FOREIGN SERVICES AND EQUIPMENT.

BY DECEMBER 31:

1. DEVELOP AND REPORT FIVE TRADE OPPORTUNITIES
2. ORGANIZE INDUSTRIAL FILM SHOWING FOR KEY GOI OFFICIALS
3. OBTAIN PROGRESS REPORTS FROM FIRMS REPRESENTED ON THE DECEMBER 1974 MINING TRADE MISSION.

BY MARCH 31:

PREPARE, IN CONJUNCTION WITH USIS, ARTICLE ON DEVELOPMENT OF THE MINING SECTOR IN INDIA FOR PUBLICATION IN THE USIS JOURNAL SPAN.

BY JUNE 30:

CONCLUDE A SERIES OF STRATEGY MEETINGS WITH LOCAL AGENTS OF US FIRMS IN THIS CATEGORY.

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CAMPAIGN WORKSHEET NO. 2. ELECTRONIC COMPONENTS AND COMMUNICATIONS EQUIPMENT.

CAMPAIGN MANAGER. ROGER SEVERANCE.

CAMPAIGN STATEMENT. THIS PRODUCT CATEGORY WILL ENTER THE INTENSIVE PROMOTION PHASE IN FY 1976. RECENT CHANGES IN GOI INDUSTRIAL POLICY MAKE THIS A PROMISING AREA FOR

BOTH US EXPORTS AND JOINT VENTURES.

ACTIONS

BY SEPTEMBER 30:

1. BEGIN SPREPARATIONS FOR TRADE PROMOTIONAL EVENT (EITHER TRADE MISSION OR CATALOG SHOW DEPENDING ON MARKET RESEARCH FINDINGS).
2. WITH USDOC ASSISTANCE, ENCOURAGE AT LEAST ONE US FIRM VISITING INDIA DURING THE YEAR TO MOUNT A PRODUCT SEMINAR IN AT LEAST TWO CITIES.
3. UPDATE DESK STUDY ON ELECTRONIC COMPONENTS.

BY DECEMBER 1:

1. COMPLETE STUDY OF SANTA CRUZ ELECTRONICS FREE ZONE.
2. ENCOURAGE FORMATION OF SPECIALIZED FOREIGN BUYERS GROUP TO VISIT THE ELECTRO '76 SHOW IN BOSTON IN MAY 1976.

BY MARCH 31:

1. MOUNT TRADE PROMOTIONAL EVENT.
2. DEVELOP AT LEAST TEN TRADE OPPORTUNITIES.
3. INTRODUCE TEN NEW FIRMS TO THE INDIAN MARKET.

BY JUNE 30:

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PROVIDE SUPPORT FOR AT LEAST ONE PRIVATE INDUSTRY SEMINAR.

CAMPAIGN WORKSHEET NO. 3. PROMOTE SALES OF SCIENTIFIC, INDUSTRIAL AND MEDICAL INSTRUMENTS.

CAMPAIGN MANAGER. ANTHONY H. WALLACE.

CAMPAIGN STATEMENT. MARKET RESEARCH CONDUCTED IN FY 1975 INDICATES A GROWING DEMAND FOR THIS PRODUCT CATEGORY, ESPECIALLY IN THE AREA OF MEDICAL INSTRUMENTATION. IMPORT PROJECTIONS DO NOT JUSTIFY A SPECIALIZED TRADE MISSION BUT A CATALOG SHOW WILL BE EFFECTIVE IN INTRODUCING US PRODUCTS TO THE MARKET.

ACTIONS.

BY MARCH 31:

MOUNT CATALOG SHOWS IN FOUR INDIAN CITIES.

BY JUNE 30:

1. INTRODUCE 20 NEW FIRMS TO THE INDIAN MARKET.

2. DEVELOP 25 TRADE OPPORTUNITIES.

CAMPAIGN WORKSHEET NO. 4. BASD ON FY 75 MARKET
RESEARCH FINDINGS, PROMOTE SALES OF OIL FIELD EQUIPMENT,
CHEMICAL PLANT EQUIPMENT AND MACHINERY FOR THE PULP AND
PAPER/INDUSTRY.

CAMPAIGN MANAGER. ANTHONY H. WALLACE.

CAMPAIGN STATEMENT. THERE SHOULD BE SOME VERY GOOD TRADE
OPPORTUNITIES IN THE AREAS OF OIL FIELD
EQUIPMENT AND CHEMICAL PLANT EQUIPMENT IN FY 1976. OUR
PROMOTIONAL EFFORTS WILL BE CONCENTRATED ON REPORTING OF
SALES OPPORTUNITIES AND INTRODUCTION OF NEW FIRMS TO THE
INDIAN MARKET.SCHNEIDER

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